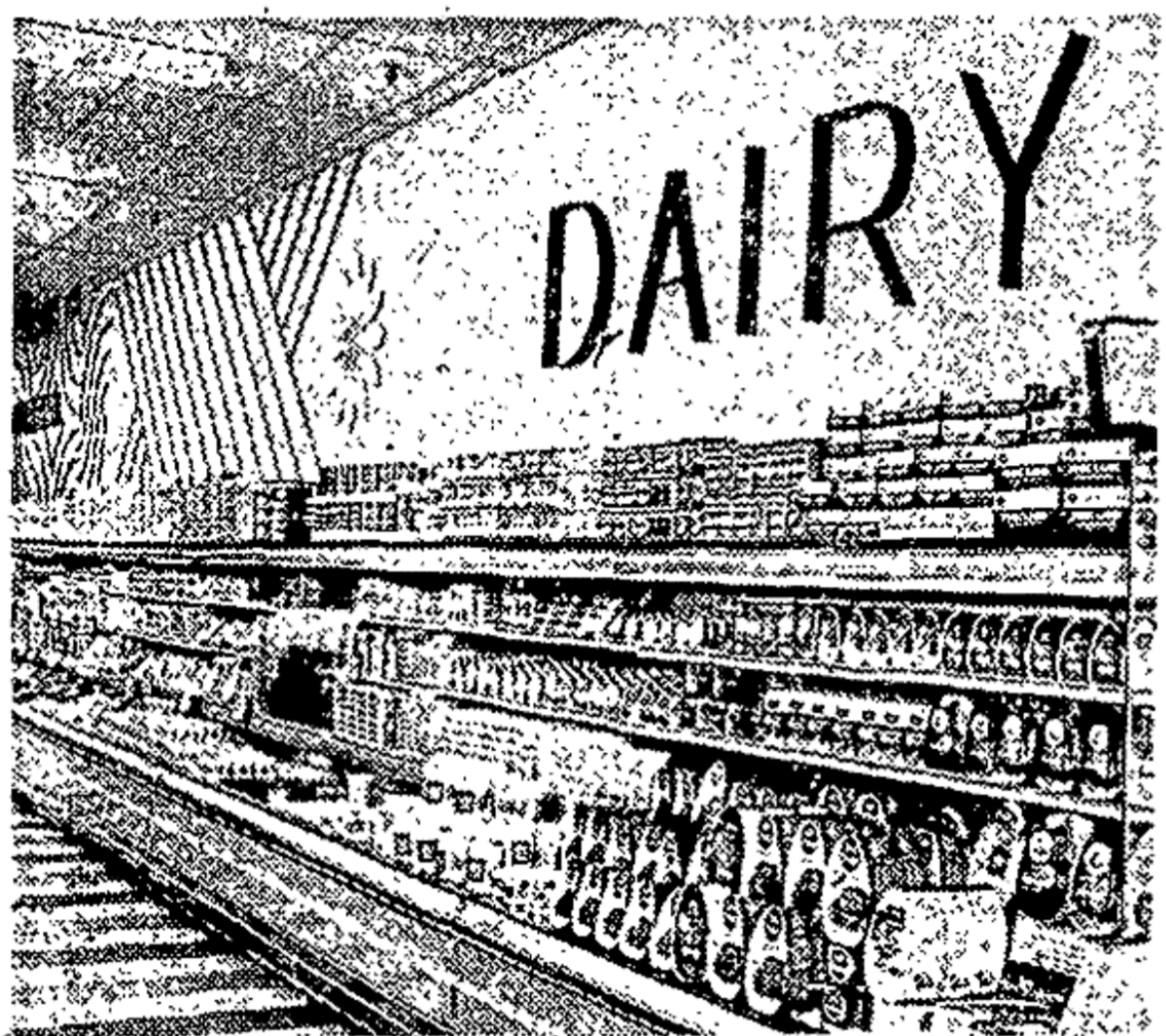




FRESH PRODUCE ARRIVES DAILY



MEAT COUNTER LADEN WITH BARGAINS



DAIRY PRODUCTS—PLUS 200 CHEESES

Quality Groceries At Modest Prices

The high quality which sets the character of the two new Target discount stores in Houston is just as consistent in the grocery department as it is throughout both stores.

Meat, produce, dairy items, frozen foods, bakery, canned and packaged foods are sold at everyday discount prices.

At a preview of the new store last week, a group of Hedwig Village housewives was unanimous in their approval of the arrangements that have been made to load customer's groceries into the car for them. This pick-up system operates at both stores.

As you go through the check-out and pay for your groceries, pick up a numbered plaque. Your groceries are loaded into baskets bearing the same number.

You then fetch your car from the parking lot and drive to the pick-up area. You present your numbered plaque to the boys there who load your groceries into the car.

The meat departments stock high quality U.S. Choice Western beef and a wide variety of fresh meats and poultry. There is also a good choice of smoked and prepared meats.

Layout of the department is modern and convenient with hygienic methods of wrapping and refrigerated display cases. The meat cutting and

preparation is in full view, behind glass, so that customers can see the up-to-date methods of preparation and watch the experienced meat cutters at work.

Target's staff will prepare special cuts any time and meet special orders placed in advance. Just ring the bell at the meat counter for an attendant who will prepare the cuts you desire.

Quality, freshness, variety and discount prices are keynotes of the produce departments. Jim Hall, who is in charge of Target's grocery departments in Houston, says, "Fruit and vegetables are coming in all the time from local markets, supplemented by produce shipped in from other markets."

In the frozen food department, nationally known brands dominate the scene. A random glance over the refrigerated cabinets show names like Birdseye, Sara Lee, Booth, Gino's and many more. Target's rapid turnover and efficient stock control system ensure freshness, and all food is covered by Target's money-back guarantee.

In the dairy case fresh supplies of milk, cream, butter, eggs and ice cream are constantly available at discount prices. Depending on the time of the year, there can be as many as 150 to 200 different cheeses, including many exotic imported varieties.

Men Enjoy Shopping For Themselves Here

Women generally do the shopping for a large proportion of men's clothes, but at Target you find the situation in which men enjoy shopping for themselves.

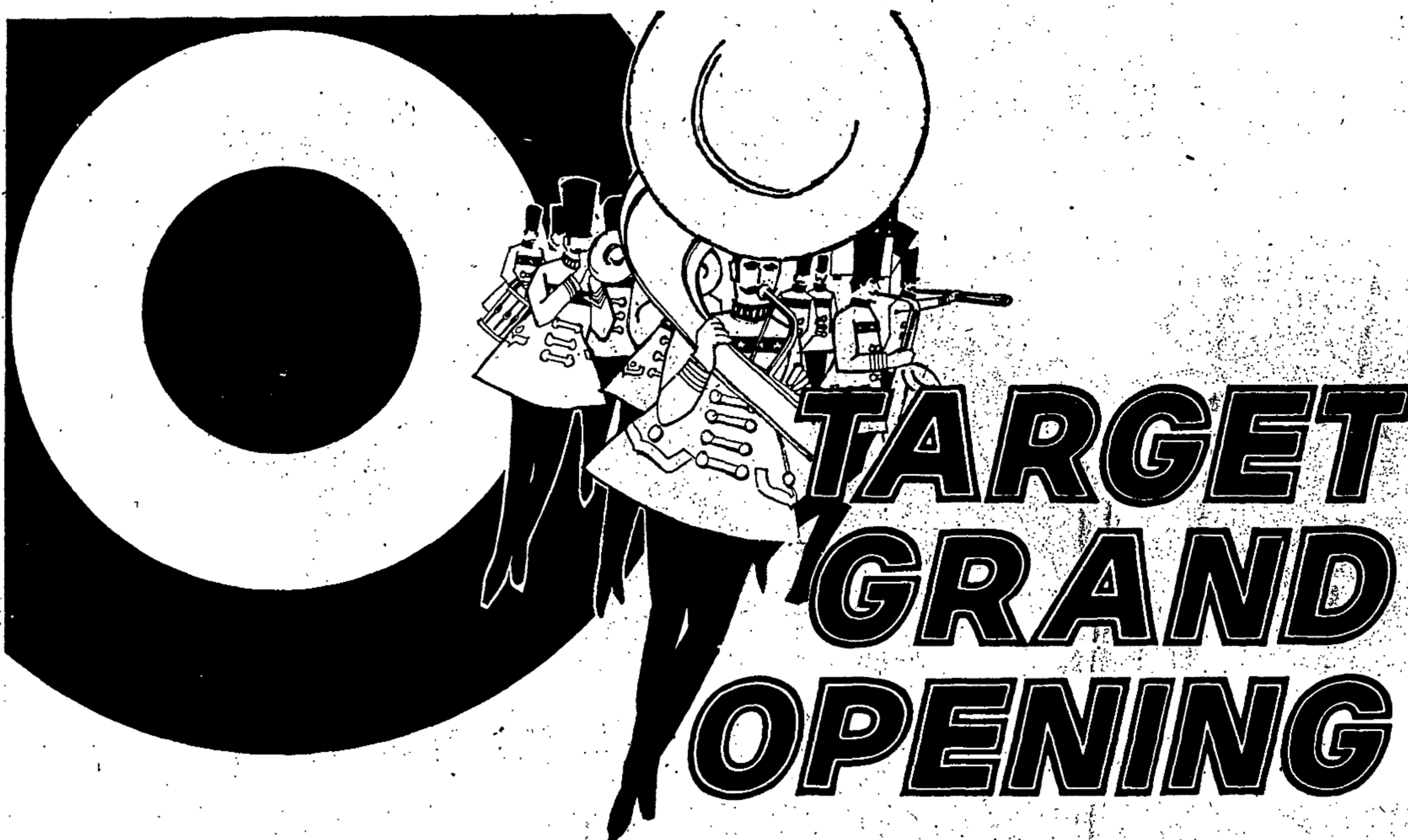
Kevin West, manager of Target's new South Loop store, says: "We know that many men would like to choose their own clothes but are put off by what they see as a complicated procedure of buying through sales clerks. So we keep our departments as straightforward as possible. Customers choose for themselves, taking as much or as little time as they want, and no one attempts to interfere with their decisions."

Many of the men's clothes are in classic styles. There are also some exciting up-to-date fashions—shirts with high swaggar collars in deep tones, some plain and some

with bold white stripes; shirts with contour-curved seams; bright, casual slacks in plaids with stovepipe, legs; ties in the livelier patterns and wider shaves.

In the Boys' Department the same trends are reflected: The gamut of color, with emphasis on fashion. Boys' pants show their colors in muscateer stripes and Oxford weaves, both with stovepipe legs. To go with them are sweater sets in bright colors. There are all kinds of pants and jeans, often with extra "kneepower" to give jeans a longer life.

Target's own brand name of Tarval is much in evidence. These are clothes which Target buyers have made up, to their own quality specifications, by leading manufacturers. By placing guaranteed orders in bulk, they can offer Tarval clothes at low prices.



FOR HOLIDAY FEASTING



● U.S. CHOICE HEAVY BEEF SALE ●

U.S. CHOICE

ROUND STEAK

LB. **78¢**



U.S. CHOICE
CAREFULLY TRIMMED

FAMILY STEAK

LB. **88¢**

ROSEDALE FROZEN ORANGE
JUICE

6 6-OZ. CANS **99¢**



U.S. CHOICE
BONELESS

ROUND STEAK

LB. **88¢**

GARDEN PRIDE FROZEN
ST'BERRIES

5 10-OZ. PKGS. **99¢**

U.S. CHOICE-WHOLE

BEEF RUMPS

LB. **58¢**

WHILE THEY LAST (20 LB. AVG.)

FRESH LEAN

GROUND BEEF

LB. **49¢**

WILSON'S CERTIFIED

SLICED BACON

LB. PKG. **68¢**

WILSON

FESTIVAL-BONELESS

COOKED HAM

\$1.19

LB. • WHOLE OR HALF

BANQUET-FROZEN

T-V DINNERS

EA. **28¢**

• ASSTD. VARIETIES

BANQUET-FROZEN

CREAM PIES

EA. **18¢**

• ASSTD. VARIETIES

OPEN MONDAY THROUGH FRIDAY, 9:30 AM TO 10 PM—SATURDAY, 9 AM TO 10 PM